



# EntrepreNews & Views

## Building Tomorrow's Economy

### Council on Competitiveness releases report entitled INNOVATE AMERICA

**Note to Educators:**  
**Let's Share your exciting  
Lifelong Learning Entre-  
preneurship Programs that  
are building tomorrow's  
entrepreneurial thinkers  
and a Culture of Entrepre-  
neurship.**

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## WHAT HAPPENED TO ENTREPRENEURSHIP EDUCATION?

The issue of supporting innovation is back on Washington's agenda thanks to a new report from the Council of Competitiveness, a DC-based think tank promoting America's economic competitiveness. Beginning in 2003, the Council convened more than 300 national innovation experts under the auspices of the National Innovation Initiative. Their job was to assess the challenges to America's economic prosperity and to offer recommendations on how our capacity for innovation can be enhanced and expanded.

This work was compiled into a final report that was released in December to amid great publicity and acclaim. The National Innovation Initiative (NII) Report (available at [www.compete.org](http://www.compete.org)) contains dozens of new ideas for supporting the innovation economy in areas such as talent, investment, and infrastructure. Consortium members will likely be most interested in the recommendations related to talent which include the following:

- Build a National Innovation Education Strategy by promoting science and engineering education.
- Empower Workers to Succeed in the Global Economy by expanding training and enhancing workforce mobility
- Catalyze the Next Generation of American Innovators by teaching creative thinking and innovation skills.

This last set of recommendations—Catalyze the Next Generation of American Innovators—offers an important window of opportunity for the Consortium. The report specifically calls for expanded use of “problem-based learning” and “innovation learning opportunities.” It also recommends the establishment of “innovation curricula for entrepreneurs and small business managers.” **These steps all make sense, yet the report does not explicitly and fully embrace the concept of entrepreneurship education.**

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## FOCUS ON INNOVATION...Creating an Entrepreneurial Culture

Building an “Entrepreneurial Culture” that encourages thinking about opportunities for innovation is underway at Delaware Technical & Community College. According to Stephanie Beaudet, Director/Vice President for Community and Corporate Development, “Following participation in the Council on Competitiveness-sponsored statewide meeting in December, 2003, we realized that our college had a unique role to play. We agreed with the message from Randall Kempner, DC-based Center for Regional Innovation, who said that in our global economy, innovation is the key driver of prosperity.” Delaware Tech is a statewide institution with four campuses and wide ranging offerings related to industries within the state. The Corporate and Community Program Division provides start-up training for newly-located companies and technical training to upgrade employees in existing companies. The college offers a dozen different small business classes available in classrooms and online.



**“Roads Scholars” taking entrepreneurship  
to the youth of Delaware**

Since the statewide meeting on competitiveness in 2003, the college has recognized its role in building the Ecosystem as described by Erik Pages, ENTREWORKS Arlington, VA, who advocated **Increasing the Supply of Entrepreneurs, Building Entrepreneurial Networks, and Rewarding Entrepreneurial Behavior.**

**NEW PROGRAMS UNDERWAY:** On March 11, 2005, Delaware Technical & Community College will bring together a diverse audience to attend the First Statewide Entrepreneurship Conference.

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Consortium for  
Entrepreneurship  
Education

**is committed to  
entrepreneurial  
excellence.**

**Membership is open to all  
who see entrepreneurship  
education  
as a priority.**

**Benefits to  
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- networking with  
leaders nationwide
- conducting professional  
development forums and  
workshops
- developing and sharing  
new materials
- identifying young  
entrepreneurs as  
role models, and
- providing centralized  
information access to  
educators

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## WHAT HAPPENED TO ENTREPRENEURSHIP EDUCATION? (Continued from Page 1)

This omission by the Council on Competitiveness most likely results from the background of the NII team which is heavy on business and university leaders, and contains only a few individuals with extensive knowledge on entrepreneurship education. Yet, it also reflects the fact that the NII researchers have neglected a key part of the innovation economy. Supporting the “next generation of innovators” is a superb idea, but it cannot occur at universities alone. We must reach America’s youth and expose them to entrepreneurship in the K-16 time frame. This step will build a true entrepreneurial culture and have an even greater impact on awareness about innovation opportunities.

**LETS SHARE** As the NII “roll-out” continues, entrepreneurship educators should reach out aggressively to get entrepreneurship education on this agenda. These public and private sector leaders already “get it” when it comes to innovation and entrepreneurship. What they don’t yet get is that innovation and entrepreneurship starts before university education begins—in fact, it starts in homes, elementary schools, and all parts of our education system.

**Had the Council on Competitiveness reviewed the newly released National Content Standards for Entrepreneurship Education they would have seen the impact entrepreneurship education is making on the entrepreneurs of tomorrow who are in our schools today. Entrepreneurship experiences develop a “can do” mentality that will impact on the ability of Americans everywhere to see opportunities for innovation.**

Entrepreneurs in a series of focus groups identified what an entrepreneur needs to know, leading to the 403 Performance Indicators that compose the 15 Standards in 3 Major Sections. It is these very skills that motivate youth and adults to think creatively and “learn to see” their part in making changes for the future. An entrepreneurial culture starts early and grows from all types of experiences that build a positive attitude and the curiosity to find unmet needs.

**We invite those interested in encouraging “Innovation in America” to visit the many entrepreneurship programs already existing in our (K-16) educational system.** We challenge those interested in stimulating American innovation to encourage education in general to adopt entrepreneurship programs as a lifelong learning process to address innovation and job creation. For information on a great variety of entrepreneurship programs see the Consortium website and click on **ENTREPRENEURSHIP EVERYWHERE**. <[www.entre-ed.org](http://www.entre-ed.org)>

## Inventuction™ Technique Training

Inventuction™, as defined by the nationally-recognized organization, the **Partnership for America’s Future, Inc.** combines both the words “invent” and “education”. The theory behind the creation of this word is that all invention is the result of an innovative, creative way of learning. Today’s education is primarily based on curriculum, which stresses specific subject matter. This unique new “inventuction” technique is compatible with any existing curriculum in both the Arts and Sciences, but trains the teacher to use a method by which creative/critical thinking and innovation with a hint of invention are applied to existing educational concepts. The fusion of invention and scientific or artistic principles results in “inventuction”.

This year will be the tenth annual celebration of invention, innovation and entrepreneurship for students grades K-12 at the National Gallery for America’s Young Inventors Induction Ceremony and Benefit on Saturday, April 30, 2005 in Akron, Ohio. The speaker for this inspiring event will be Dr. Ronald Mallett, a world renowned theoretical physicist from the University of Connecticut Physics Department. Dr. Mallett, along with his colleagues, is developing a time machine which is based on the theories of Albert Einstein. He will inspire and spark the imaginations of all who attend. The eight inductees for 2005 come from across the nation and represent the finest minds of young inventors who have either won a national science competition, have a patent or patent pending, or are marketing their products nationwide. The Induction Ceremony is open to the public, and the Partnership invites anyone who has an interest in invention and entrepreneurship and believes in the possibilities of America’s youth to join us for this meeting of past adult inventors and entrepreneurs and new inductees, who will hear Dr. Mallett, the inspiration for future time travel.

For information about the Partnership for America’s Future contact Nick Frankovits at [info@pafinc.com](mailto:info@pafinc.com) or call 330-376-8300.

## FOCUS ON INNOVATION . . .Creating an Entrepreneurial Culture

(Continued from Page 1)

The college is a statewide institution with campuses in each county. College president, Orlando J. George, Jr. will welcome twelve partners from education, business and government who support the college as a major ingredient in the state's entrepreneurial growth plans. Four hundred high school juniors and seniors, seasoned entrepreneurs, and those just starting out or considering going into business will gather to learn from the experience of successful local business owners, attend workshops and hear from a nationally known expert and author, Barry Moltz, author of *You Need to Be a Little Crazy: The Truth About Starting and Growing Your Own Business*. Workshop tracks include Family Businesses, Franchising, Venture Capital, Growing a Successful Business. More than 30 workshops will be featured.



The mobile classroom, which is called WHEELS, is a totally self-contained training facility encompassing fully integrated state-of-the-art technology and assistive technology including an ADA-compliant wheelchair lift for disabled students. The vehicle's technology consists of 13 (one instructor, 12 students stations) fully networked Pentium laptops, a centralized server, network printing, multimedia, imaging and state-of-the-art audio/visual equipment. In addition, WHEELS supports all Windows compatible software and has wireless bridging.



**High School Youth "Get on the Bus"** The DETCC Entrepreneurship *Roads Scholars* program, which serves 9<sup>th</sup> – 12<sup>th</sup> grade students in high schools throughout Delaware, uses a multi-pronged approach to serve diverse student entrepreneurial needs.

The program operates under the premise that everyone should have an opportunity to dream about their future while they are still preparing for it! As a new generation of students follows their dreams, they must focus on the need to deliver quality, not as an advertising gimmick or empty promise, but as a permanent part of all business transactions. This program, delivered in Delaware Tech's mobile classroom, emphasizes the importance of principled, ethical business practices, the heart and soul of a small business. Further, the program showcases ways to get started as an entrepreneur and how to look ahead for the future.

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The Entrepreneurship *Roads Scholars* program has two advantages over traditional initiatives: the delivery mode is flexible and can travel to any location, meeting learners in their communities, and its innovative design attracts and motivates entrepreneurial-minded students. Students receive Continuing Education Units and a certificate for completion of the program. Entrepreneurship *Roads Scholars* will continue to be successful in exposing Delaware's youth to the benefits of entrepreneurship.

**Leaders for the Entrepreneurial Future** With the breadth of educational opportunities available throughout the college's four locations, a significant impact on entrepreneurial growth and success is expected in the Delaware area.



## BONUS ACTIVITY

## Risks and Rewards of Entrepreneurship

Excerpts from the Publication available from the Consortium -  
www.entre-ed.org

*EntrepreNews & Views*

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## How Do Entrepreneurs View Risk?

When you think of risk, do you conjure up thoughts of gambling, chance, or a blind leap into an unknown situation? These are types of risk, but to the entrepreneur, risk is just another factor to consider in the decision-making process.

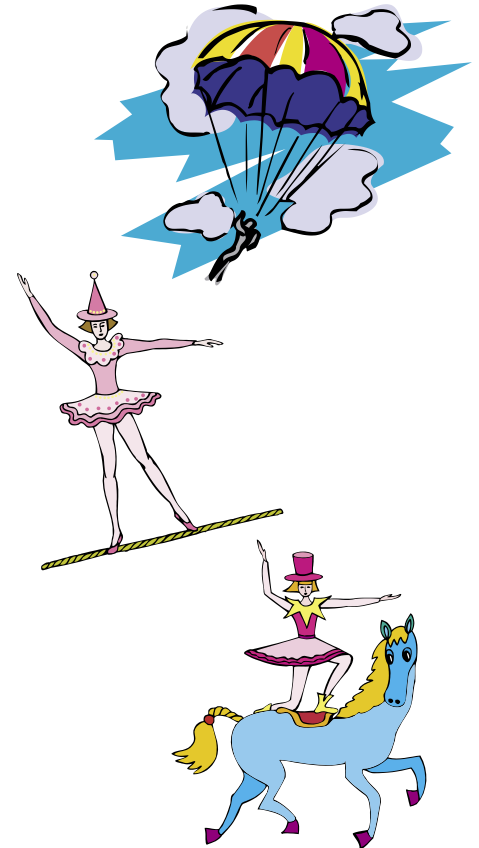
If you were to interview entrepreneurs, they would probably say that they did not take a risk when they started their business. They might even tell you that it would have been more of a risk in terms of "lost opportunity" if they had not launched their small business enterprise.

**True entrepreneurs approach risk not with the idea that "what can go wrong will go wrong," but with an "I-can-make-it-work-in-my-favor" attitude.** They gather information and, based on the facts, make what they feel is a low-risk decision.

Because they view the benefits to be gained from taking a risk and not just the negatives that might result, they are able to take advantage of countless opportunities.

Risk is different to each person, but generally it means the fear of failure, sticking your neck out, taking a chance, not being sure of yourself. Risk isn't risk when you have the confidence in your ability to do something, and experience builds confidence. List some situations that you once viewed as risky but no longer see that way. Explain why each situation is no longer risky and be prepared to discuss your reasons with the class. Examples may include the following:

- The first day of school
- Trying out for a club or team
- Applying for your first job
- Asking someone for a date
- Speaking in class or in a group
- Water skiing the first time
- Asking someone if they like you



## Situation

## Explanation

1.

2.

3.

## CREATING A NATION OF ENTREPRENEURS

### Have you heard of Cow Wow? or Chip Chimes or Ewe Poo?

These are just a few of the creative ideas of the Manure Gourmet™, a company started by Coy Funk and Skylar Schipper as 8th grade students in Stillwater, Oklahoma. You may have seen them on TV on the Tonight Show with Jay Leno. Manure Gourmet™ provides composted manure products and novelty manure items as odor-free organic fertilizer. All products are solar aged for weeks, reaching temperatures over 150 degrees, killing anything in the manure and removing odors. Go to their website to see their remarkable business and outstanding marketing ideas. [www.manuregourmet.com](http://www.manuregourmet.com) Call 405-372-DUNG and ask for a brochure detailing the whole story.

**Experiences take place when knowledge (learning) or skills are acquired through watching or being involved in an event.** Past experiences help shape future skills and knowledge. Experiences are also related to your background, values, life-style, and personal attributes. Experiences can include a number of different events. What do you guess might be the background of the **Manure Gourmet™ partners?**

Examples of experiences follow.

- Going to youth camp for a week
- Watching or acting in a play
- Participating in a Science Fair
- Attending a class in a new location
- Learning a craft, or learning how to play an instrument
- Serving as an officer in a student organization such as DECA
- Doing a community project (community cleanup, visiting a nursing home)
- Receiving an award
- Chairing a committee
- Taking part in family activities
- Receiving your first paycheck

### **Classroom activities:**

1. Think about some experiences you have had. Jot some of these down on a piece of paper.
2. In small groups brainstorm the types of businesses you might start that are related to your interests and experiences.
3. Discuss new and better ideas you might have for your business ideas and why innovation is important to business success.
4. Each group should vote on the best business idea in the group....and share with the whole class. Be prepared to say why this is the best idea and "Most Likely to Succeed".

We have talked about experiences—and how we learn from them. Through repetition of activities, we become experts on certain subjects. For example, if you play tennis every day, you may soon become a tennis expert. If you are fascinated by computers you may create a new and better computer game. The same is true for business. **Working for someone else in a business you want to start may help you become an expert.** Planning for business ownership leads to avoiding problems. Entrepreneurs eliminate much of the risk of starting a business by planning for the future and developing their skills.

Remember, a series of planned experiences leads to a successful future. Whether you learn through planned educational, volunteer, or paid work experiences, becoming an expert helps you find opportunities for innovation and reduces the risk in creating your own business.

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## PROFESSIONAL DEVELOPMENT & Resources

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### Accelerating Entrepreneurship Everywhere

The **Toolkit for the National Content Standards for Entrepreneurship Education** is designed to give you the Standards and Performance Indicators framework necessary for developing curriculum for entrepreneurship programs at all levels of the lifelong learning process. The Toolkit is available **FREE to everyone** to download from the Consortium website <[www.entre-ed.org](http://www.entre-ed.org)>

Along with the list of Standards and Performance Indicators, the Toolkit contains background information on Entrepreneurship Education and the Lifelong Learning Model for Entrepreneurship Education, sample applications of the standards, and information about the research used to develop the standards.

The following Consortium members have provided examples that show how the National Content Standards for Entrepreneurship Education can be incorporated into a curriculum at various educational levels. These examples are provided as illustration only, and not necessarily as the only recommended models.

For additional information on programs represented by the examples, please check their link to contact the provider referenced.

CFED-REAL Youth and Adult Activities Matrix, Consortium – Risks & Rewards, GoVenture Business and Life Simulations, Junior Achievement – Company Program, MarkED, New York State SBDC – EntreSkills 1, NFTE, Ohio State University – PACE; Youth Entrepreneurs of Kansas. We welcome additions from all to add to our list of examples for readers of our website.

### Entrepreneurship Conferences in 2005

- \* **The MAGIC of Entrepreneurship....Dreams Do Come True** Apply for teacher scholarships for the 23rd Annual Entrepreneurship Education FORUM to be held in Orlando, Florida, Nov 5 - 8, 2005. <[www.entre-ed.org](http://www.entre-ed.org)>
- \* **Young Entrepreneur Conference and Business Competition**, Milwaukee, Wisconsin, April 13 - 15, 2005. Youth K-12 involved in entrepreneurial ventures compete for Venture Grants and Prizes. For more information go to [www.theEplace.org](http://www.theEplace.org)
- \* **15th Annual AEO Conference, Portland, Oregon**, May 10 - 13, 2005. Join AEO to talk about "Blazing Trails: Innovations through High Performance Microenterprise Development". [www.microenterpriseworks.org](http://www.microenterpriseworks.org).
- \* **ICSB - 50th World Conference of the International Council for Small Business**, Washington DC, Crystal Gateway Marriott, June 15 - 18, 2005. The ICSB is the leading global membership organization for those interested in the theory and practice of entrepreneurship. For info: [www.usasbe.org](http://www.usasbe.org).
- \* **2005 Conclave and Professional Conferences**, Renaissance Seattle Hotel, Seattle, Washington; June 23 - 26, 2005. Six conferences in one, featuring International Business, ENTREPRENEURSHIP, Hospitality/Tourism, Sport Event Business, E-BUSINESS Technology, and Marketing Management... [www.mark-ed.org](http://www.mark-ed.org).